Establishing a New Price Basis

The RECONSTRUCTION PERIOD IS ON. Every article in our store bears its proper reduction. You can shop here with confidence that prices are RIGHT.

IXTE believe the era of high prices is rapidly passing. Production has overtaken demand and prevailing replacement costs are forcing prices downward. To meet this new condition it is our desire and intention to strike bottom in our first revision of prices.

This means a tremendous loss to us which is your gain. Those who know us know we are not special sale folks and we do no net want you to confuse this price revision with the ordinary special ten day sale commonly employed by other merchants. Prices quoted in our stores will prevail until the goods now in stock are sold and will continue to prevail unless market conditions demand further revision. Many odd lots of lines to be closed out or discontinued are priced far below replacement cost.

We invite you to participate in these money saving values and suggest you do not delay else you may be too late.

Note carefully every price quoted, make accurate comparison and you will be convinced of our superiority in the merhandising field and the tremendous advantage to be gained by placing your confidence in an institution doing each year approximately a fifty million dollar (\$50,000,000.00) business whose savings in quantity buying are passed on to its patrons.

You need now many items of dry goods, furnishings, shoes, clothing and ready-to-wear apparel. Buy them-you can be sure our prices are right.

CHILD'S Soft Sole Shoes

Per pair Reconstruction Price

39c and 49c

CHILD'S **Hard Sole Shoes**

Cloth top and all leather Reconstruction Price 98c

\$1.10, \$1.49 and \$1.98

Misses' all Leather Shoes

Black and brown high top and lace All sizes Reconstruction Price

\$2.98 \$3.50 \$3.98

LADIES'

All Leather Shoes Black and brown

Reconstruction Price \$2.98 \$3.98, \$4.50 and \$4.98 Men's Black and Brown

English Dress Shoes All Leather Reconstruction Price

\$3.98 \$4.50 \$4.98

Men's Work Shoes All Leather

Reconstruction Price

\$2.98 \$3.98 \$4.50

CHILDREN'S

Stitch Down Shoes All leather, black and brown Reconstruction Price

\$1.98 \$2.25 \$2.47

Men's Red, Short

Rubber Boots First quality Reconstruction Price

\$3.98

MEN'S **4-buckle Arctics**

and All RUBBER OVERSHOES First quality Reconstruction Price

\$3,69

Men's Heavy Ribbed

Union Suits All sizes Reconstruction Price

\$1.39

Men's Jersey Gloves Heavy Reconstruction Price

> 15c Per pair

MEN'S

Dress Shirts with and without collars Reconstruction Price

Men's Extra Heavy Wool Socks

Reconstruction Price

49c

MEN'S **Dress Socks** Reconstruction Price

19c

MEN'S **All Wool Mackinaws**

Reconstruction Price \$9.90

BOYS'

All Wool Mackinaws Reconstruction Price

\$6.50 \$7.50

BOYS' **Knee Pant Suits**

All colors and sizes Reconstruction Price

\$6.50 \$7.50, \$9.90 and \$12.75

MEN'S

All Wool Suits Reconstruction Price \$18.50 \$24.75

MEN'S

Work Socks

Seamless-grey and brown Reconstruction Price 2 pair

25c

Men's Heavy Khaki Pants

Reconstruction Price

\$1.49

Men's Extra Heavy Full Cut Overalls and Jackets Reconstruction Price

\$1.49

Boys' Overalls

Heavy Reconstruction Price

89c and 98c

Children's Striped

Play Suits

Reconstruction Price **79c**

Men's Blue Chambray Work Shirts

Reconstruction Price

89c

Good Heavy Black Sateen

Shirts Reconstruction Price

98c

MEN'S

Felt Hats New Styles

Reconstruction Price

New Showing

Laces

All widths and patterns Reconstruction Price

5c 7e, 9c, 10c, 15c yard Per yard

Children's Hose

Black, medium and extra heavy Reconstruction Price

25c and 29c

Ladies' Coats

Plush and Cloth Reconstruction Price \$9.90

\$12.75 and \$14.75 Ladies' Suits

Blues and Colors Reconstruction Price \$14.75 \$18.50

Ladies' Silk Dresses Reconstruction Price

\$9.90 \$12.75

Ladies' Serge Dresses Reconstruction Price

\$7.90 \$9.90 and \$12.75

MEN'S

Muslin Gowns

Good quality Reconstruction Price 98c

LADIES' Muslin Gowns

Good quality Reconstruction Price 98c

Misses' First Quality Rubbers Reconstruction Price

69c

Ladies' First Quality Rubbers Reconstruction Price

79c Pair

Black and colors

Satines Reconstruction Price

25c and 33c Yard

> Men's and Boys' Heavy Winter

CAPS Reconstruction Price

69c 98c \$1.49

Oil Cloth

White and colors Reconstruction Price 39c

> Per yard COTTON

Petticoats

Black and colors 98c

\$1.49, \$198 and \$2.49

1 Yard Wide Silk Poplins

Black and colors Reconstruction Price

> 79c Per yard

LADIES' **Georgette Waists** All colors

Reconstruction Price \$2.98 \$3.98 \$4.98

Mercerized Damask Reconstruction Price

> 58c Per yard

Nainsook and Long Cloth Reconstruction Price

18c and 19c Per yard

> Indian Head Muslin 1 yard wide

> > 25c Per yard

Berkley's Cambric No. 60 1 yard wide

23c

Ladies' Corsets High, low or medium bust Reconstruction Price

98c \$1.49, \$1.98 and \$2.98 27-INCH

Ginghams Best Quality Reconstruction Price

> 19c Per yard

32-INCH

Zephyr Ginghams Reconstruction Price

> 33c Per yard

32-INCH

Quality Ginghams Reconstruction Price

> 25c Per yard

1 Yard Wide Percales

Reconstruction Price 16c Per yard

Bleached Muslin

Reconstruction Price 13c 16c 17c

Unbleached Muslin Reconstruction Price

13c 14c 16c

Extra Heavy **Outing Flannel** Light and darks Reconstruction Price

15c and 19c Per yard

All Linen

Crash Toweling Brown Reconstruction Price

29c and 32c

Ladies' Hose Good quality cotton Reconstruction Price

Ladies' Silk and Wool **Union Suits**

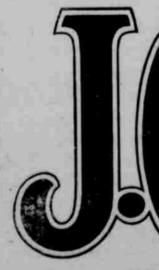
Reconstruction Price \$2.49

3 lb. Cotton Bats Stitched and unstitched Reconstruction Price

79c \$1.19

Keep this Circular for future reference. Prices remain the same unless forced down by further revision.

Alma, Mich.



A Nation-wide Institution 312 STORES

Send us your Mail Order. Special attention given them. Goods mailed the same day order is received.

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